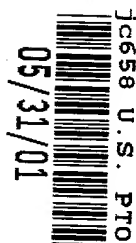


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EXPRESS MAIL LABEL NO. EH608927199US

PATENT APPLICATION  
Docket No. KLMK010



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Anticipated Classification  
Class \_\_\_\_\_ Subclass \_\_\_\_\_

BOX: PATENT APPLICATION  
Assistant Commissioner of Patents  
Washington, DC 20231

Sir:

Transmitted herewith for filing is the patent application of Mark A. Geiger, Paul G. Begum, Sean McElroy, and Marlow Draney for ELECTRONIC SHOPPING CART DISPLAY SYSTEM comprising 37 pages of specification and claims, 6 sheets of drawings, and a joint signature Declaration, Power of Attorney and Petition. This patent application is a continuation-in-part application under 37 C.F.R. §1.53(b), claiming priority to U.S. Patent Application Serial No. 09/767,433, filed January 23, 2001, which is a division of U.S. Patent Application No. 08/090,285 filed on July 12, 1993 and issued as U.S. Patent No. 6,177,880, which is a continuation-in-part of U.S. Patent Application Serial No. 07/821,079 filed on January 16, 1992 and now abandoned, and U.S. Provisional Patent Application Serial No. 60/209,900, filed June 7, 2000.

Enclosed also are:

- ☒ 6 sheets of drawings
- ☒ An assignment of the invention to Klever Marketing, Inc., including a Form PTO-1595 recordation cover sheet.
- ☐ A certified copy of an \_\_\_\_\_ application.
- ☒ Applicant claims Small Entity Status Under 37 C.F.R. § 1.27
- ☒ A Certificate of Mailing by "Express Mail" certifying a filing date of May 31, 2001 by use of Express Mail Label No. EH608927199US.

The filing fee has been calculated as shown below.

			Small Entity			Large Entity	
For	No. Filed	No. Extra	Rate	Fee		Rate	Fee
Basic Fee				\$355	or		\$710
Total Claims	23 - 20 =	3	x \$9	\$ 27	or	x \$18	
Ind. Claims	1 - 3 =		x \$40		or	x \$80	
Multiple Dependent Claims Presented			x \$135		or	x \$270	
			<b>TOTAL</b>	\$382.00			\$

       Please debit Deposit Account No. 19-3542 in the amount of \$\_\_\_\_\_ for the government filing fee. Triplicate copies of this sheet are attached.

       Please debit Deposit Account No. 19-3542 in the amount of \$40.00 for recordation of the enclosed Assignment.

  x   A check in the amount of \$422 is enclosed to cover the filing fee and the recordation of the enclosed Assignment.

  x   The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 19-3542. Copies in triplicate of this sheet are enclosed.

  x   Any additional filing fees required under 37 C.F.R. § 1.16.

  x   Any patent application processing fees under 37 C.F.R. § 1.17.

  x   The Commissioner is hereby authorized to charge payment of the following fees during the pendency of this application or credit any overpayment to Deposit Account No. 19-3542. Copies in triplicate of this sheet are enclosed.

  x   Any patent application processing fees under 37 C.F.R. § 1.17.

       The issue fee set forth in 37 C.F.R. § 1.18 at or before mailing of the Notice of Allowance, pursuant to 37 C.F.R. § 1.311(b).

  x   Any filing fees under 37 C.F.R. § 1.16 for presentation of extra claims.

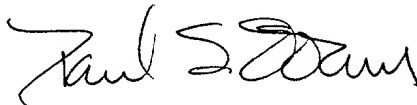
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Honorable Commissioner of Patents  
and Trademarks  
Page 3  
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Please address all future correspondence in connection with the above-identified patent application to the attention of the undersigned.

Dated this 31 day of May, 2001.

Respectfully submitted,



Paul S. Evans  
Attorney for Applicant  
Registration No. 36,130

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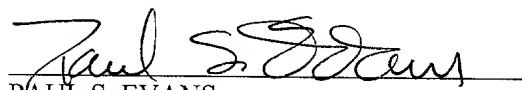
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PATENT APPLICATION  
Docket No: KLMK010

CERTIFICATE OF MAILING BY EXPRESS MAIL

I hereby certify that the enclosed Patent Application consisting of 37 pages of specification and claims, 6 sheets of drawings, Assignment and cover page, and a Declaration, Power of Attorney and Petition, and Check No. 1730 for \$422.00 in the matter of the Application of Klever Marketing, Inc. for ELECTRONIC SHOPPING CART DISPLAY SYSTEM, is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 on the date indicated below in an envelope addressed to BOX PATENT APPLICATION, Assistant Commissioner of Patents, Washington, D.C. 20231.

  
PAUL S. EVANS

EH608927199US  
EXPRESS MAIL LABEL NUMBER

31 May 2001  
DATE OF DEPOSIT

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